**Chapter 6: Public Opinion and Political Participation**

* Demography
  + Definition of
  + Measuring changes to
  + Political consequences of demographic changes
* Majority-Minority
* Changes in minority group demography/status in recent years
* Reapportionment

Political Socialization

* + Definition of
  + Formal vs. Informal
  + Agents of
  + Effect of age on
* Public Opinion Polls
  + History of
  + Sample
  + Sampling Error
  + Random Sampling
  + Criticisms of
  + Exit Polls
* Public trust in the government
* Political Ideology
  + Definition of
  + Liberal vs. Conservative Views
  + Demographic traits of liberals and conservatives
  + Republican Party Ideology
  + Gender Gap
  + Religion and Ideology
* *The American Voter* Study
  + Results of
  + Four Categories of voters
  + 1988 results
  + Conclusions about election results, ideological shifts, and ideological labels
* Minority groups and political participation

**Chapter 7: The Mass Media**

* Evolution of the Mass Media
  + Franklin Roosevelt
  + Vietnam War and Watergate
  + Investigative Journalism
  + Thomas Patterson media analysis results
  + Karl Rove’s analysis of media coverage in contemporary campaigns
  + Yellow Journalism
  + Associated Press
  + Effect of TV on newspaper circulation
* Broadcast Media
  + Role in 1960 Presidential Campaign
  + Government Regulation of (FCC)
    - Purpose
    - Role
    - Influence of politics on
    - Equal time rule
* Rise of Cable News Channels
  + Effect of cable news on network news stations
  + Young people and cable news
  + Findings of the Columbia University Project for Excellence in Journalism
* Private Control of the Media
  + American media ownership compared to European media ownership
  + Effects of private ownership
    - Chains / Corporations
    - Effect on foreign bureaus
    - Profits
* Reporting the News
  + Trial Balloons
  + Media Bias
    - Journalists as liberals
    - Findings of Bernard Goldberg in *Bias*